

KIRSTEN STAGG APPOINTED HEAD OF MARKETING FOR ŠKODA UK

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ŠKODA UK has appointed Kirsten Stagg as its new Head of Marketing, with effect from 17 October 2016.

In her new role, Kirsten will report directly to Duncan Movassaghi, Director of ŠKODA UK, and will be responsible for product marketing and all brand and model communications. Her remit covers media planning and buying, advertising, digital, retailer support, CRM, events and sponsorship.

Kirsten has a wealth of experience in the automotive industry. She joined the Volkswagen Group as a graduate in 1998. Since then she has progressed through the organisation, holding marketing roles at ŠKODA, Audi and Volkswagen Passenger Cars, where she orchestrated several high profile advertising campaigns including the famous Woofwagen range campaign.

In 2014, Kirsten was appointed Head of Marketing for Volkswagen Commercial Vehicles. During her time with the company, she spearheaded the implementation of many significant digital initiatives and has overhauled the brand's marketing strategy, helping Volkswagen gain a leading reputation for bold, innovative customer-focussed communications within the commercial vehicle industry.

Commenting on the appointment, Duncan Movassaghi, Director of ŠKODA UK, said: "I am delighted to be welcoming Kirsten to the management team. She joins the brand at an exciting time as we prepare for the arrival of our incredible KODIAQ SUV. I have no doubt her exceptional experience will help drive our brand forwards."

Commenting on her appointment, Kirsten said; "I'm thrilled to be joining ŠKODA. The brand's growth over the past five years has been the envy of the industry. With fantastic new models on the way I'm looking forward to working with everyone at ŠKODA to drive the brand further forward."

Kirsten's successor in Volkswagen Commercial Vehicles will be announced in due course.

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